



Report to the Auburn City Council

Action Item

6

Agenda Item No.

[Signature]
City Manager's Approval

To: Mayor and City Council
From: Robert Richardson, City Manager
Date: September 24, 2012
Subject: Overview of the City's current and past economic development efforts.

The Issue

Shall the City Council hear a report by the City Manager concerning current and past economic development efforts?

Conclusion and Recommendation

That the City Council discuss the Manager's report and provide direction to staff.

Background

With the results of the City's latest sales tax reports, several City Council members have requested that the City Manager provide an overview of current and past economic development efforts and give the Council the opportunity to discuss current strategies.

Fiscal Impact

No impact

Attachments

Latest HdL Sales Tax Report

		2Q 2012	2Q 2011	Dollar Difference	Percent Difference
Auburn	Point-of-Sale	1,255,140	950,881	304,258	32.00%
	County Pool	97,456	92,837	4,619	4.98%
	State Pool	1,213	(554)	1,767	318.95%
	Gross Receipts	1,353,809	1,043,164	310,645	29.78%
Colfax	Point-of-Sale	152,302	124,148	28,154	22.68%
	County Pool	11,826	12,121	(295)	-2.44%
	State Pool	147	(72)	220	303.50%
	Gross Receipts	164,275	136,196	28,078	20.62%
Lincoln	Point-of-Sale	707,902	664,074	43,828	6.60%
	County Pool	54,966	64,835	(9,870)	-15.22%
	State Pool	684	(387)	1,071	276.82%
	Gross Receipts	763,552	728,522	35,030	4.81%
Loomis	Point-of-Sale	158,997	189,681	(30,684)	-16.18%
	County Pool	12,345	18,519	(6,174)	-33.34%
	State Pool	154	(111)	264	239.03%
	Gross Receipts	171,496	208,089	(36,593)	-17.59%
Rocklin	Point-of-Sale	1,760,930	1,711,708	49,221	2.88%
	County Pool	136,729	167,118	(30,389)	-18.18%
	State Pool	1,702	(997)	2,699	270.64%
	Gross Receipts	1,899,360	1,877,829	21,531	1.15%
Roseville	Point-of-Sale	9,423,881	8,686,802	737,079	8.49%
	County Pool	731,724	848,113	(116,389)	-13.72%
	State Pool	9,108	(5,062)	14,170	279.94%
	Gross Receipts	10,164,714	9,529,853	634,860	6.66%
Placer County Unincorporated	Point-of-Sale	2,772,661	2,846,826	(74,165)	-2.61%
	County Pool	215,285	277,942	(62,657)	-22.54%
	State Pool	2,680	(1,659)	4,339	261.55%
	Gross Receipts	2,990,626	3,123,110	(132,483)	-4.24%
Placer County All Agencies	Point-of-Sale	16,231,813	15,174,121	1,057,692	6.97%
	County Pool	1,260,331	1,481,485	(221,154)	-14.93%
	State Pool	15,688	(8,842)	24,529	277.43%
	Gross Receipts	17,507,832	16,646,764	861,068	5.17%